

## REMARKS

Reconsideration of the present application is respectfully requested. Claims 15, 17 and 18 have been canceled. Claims 1, 8, 16, 19 and 20 have been amended. Claims 21-27 are newly added. No new matter has been added.

Claims 1-14 stand allowed. Claims 17 and 19 stand objected to as being dependent on a rejected base claim. Claims 15, 16, 18 and 20 stand rejected under 35 U.S.C. § 102(e) based on U.S. Patent no. 6,505,169 of Bhagavath et al. ("Bhagavath").

Applicants thank the Examiner for the indicated allowance of claims 1-14.

With respect to claim 15, the cancellation of claim 15 renders the rejection moot.

With respect to new independent claims 21, 25 and 27, Bhagavath does not disclose or suggest what is claimed. Bhagavath discloses a technique for dynamically inserting ad content into streaming media data, based on metadata provided by advertisers and providers of the streaming media. However, Bhagavath does not disclose or suggest storing a received set of related data to a mass storage facility in a plurality of chunks, each of the chunks including a portion of the received set of related data, such that within each of the chunks, all of the data have the same encoding format, and such that the data in at least one chunk have a different encoding format from the data in at least one other chunk. Therefore, claims 21, 25 and 27 are not anticipated by Bhagavath.

Furthermore, Bhagavath provides no hint or motivation to store data in the claimed manner. Hence, the claimed technique also could not be obvious based on Bhagavath.

Dependent Claims

In view of the above remarks, a specific discussion of the dependent claims is considered to be unnecessary. Therefore, Applicants' silence regarding any dependent claim is not to be interpreted as agreement with, or acquiescence to, the rejection of such claim or as waiving any argument regarding that claim.

Conclusion

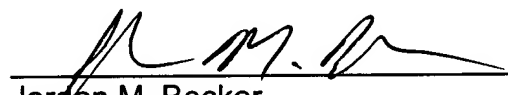
For the foregoing reasons, the present application is believed to be in condition for allowance, and such action is earnestly requested.

If any additional fee is required, please charge Deposit Account No. 02-2666.

Respectfully submitted,  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: \_\_\_\_\_

12/10/04

  
\_\_\_\_\_  
Jordan M. Becker  
Reg. No. 39,602

Customer No. 48102  
12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1030  
(408) 720-8300